REPLY TO
ATTENTION OF

FORSCOM Policy Memorandum 25-01-2
18 June 2001

AFCI-PS
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MEMORANDUM FOR

COMMANDERS, FORSCOM MAJOR SUBORDINATE COMMANDS
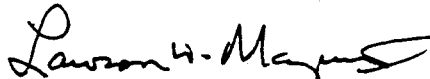**COMMANDERS, FORSCOM ACTIVITIES/UNITS REPORTING DIRECTLY TO**
FORSCOM

SUBJECT: Forces Command (FORSCOM) World-Wide Web (WWW) Policy

1. **Purpose.** This memorandum, with enclosure, provides guidance for establishing and operating FORSCOM publicly accessible WWW sites. The intent is to promulgate, support and foster effective use of the WWW to disseminate information, save resources, and leverage the full use of developing technologies for FORSCOM and all subordinate elements and commands.

2. **Proponent and exception authority.** The proponent for this memorandum is the Deputy Chief of Staff for Command Control, Communications, and Computers (DCSC4). The DCSC4 has the authority to approve exceptions to this memorandum consistent with controlling law, regulation, and higher headquarters' policy.

3. **Scope.** The enclosed policy applies to all FORSCOM activities (Active and Reserve Component) using the publicly accessible WWW. The FORSCOM sponsored or controlled web sites must meet and adhere to this policy and the web policies of the Department of Defense and the Department of the Army.

4. **Concept.** The concept is to use Internet technology to provide accurate, current and pertinent information to the public and all FORSCOM soldiers, civilian employees and organizations without taxing bandwidth resources.

5. **Policy.** Information publishing via the WWW is the cooperative effort of the Information Management (IM) and the Public Affairs (PA) staffs. The IM is generally concerned with the operation, maintenance and design of web based services, while the PA is responsible for reviewing and clearing for public dissemination to a world wide audience all information posted on the WWW. The authority and responsibility for design approval and web site content resides with the commander of the unit or installation operating the WWW site.

6. This policy supersedes FORSCOM WWW Policy, 12 May 1999.

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7. Direct questions on this policy to the FORSCOM Webmaster at webmaster@forscom.army.mil.

Encl

LAWSON W. MAGRUDER III
Lieutenant General, USA
Deputy Commanding General/
Chief of Staff

FORCES COMMAND (FORSCOM) WORLD-WIDE WEB (WWW) POLICY

1. Purpose.

    a. This policy provides guidance for the establishment and operation of publicly accessible, non-restricted, FORSCOM WWW sites. The FORSCOM publicly accessible, non-restricted websites will provide only information that has been properly cleared by the appropriate MACOM or installation Public Affairs Office (PAO) for public release in accordance with the provisions of Headquarters Department of the Army and Department of Defense web policies.

    b. Use of the WWW, or Internet, is strongly encouraged as a powerful tool to rapidly convey information to a wide audience on a broad range of topics relating to activities, objectives, policies and programs of interest to both the military and the public. Access to the Internet is authorized for all personnel as deemed reasonable and appropriate by respective managers. The FORSCOM websites will focus on providing value-added information services and products to the organization's users, customers, the Army, and the public by sharing accurate, timely, and relevant information. To ensure that FORSCOM fully leverages the capabilities of the WWW in a manner that is efficient, focused on saving resources, and moving toward a digital environment, the following guidance is provided.

2. Proponent and exception authority.

    a. The proponent for this memorandum is the FORSCOM Deputy Chief of Staff for Command, Control, Communications, and Computers (DCSC4).

    b. The DCSC4 has the authority to approve exceptions to this memorandum consistent with controlling law and regulation. Requests for exceptions to this policy must be submitted in writing to the DCSC4 for coordination with the FORSCOM PAO.

3. Scope: This policy applies to all FORSCOM activities using the publicly accessible web to disseminate information. Forces Command-sponsored information must meet DOD, Army and FORSCOM web policy requirements regardless of any and all other methods of dissemination.

4. References:

    a. Guidance for Management of Publicly Accessible US Army Websites, HQDA, 30 November 1998.

    b. Memorandum, Website Administration, Policies and Procedures, Deputy Secretary of Defense, 7 December 1998.

c. Public Law 100-235, Computer Security Act of 1987.

d. For guidance on use of government owned computing equipment and resources (e.g., non-duty related e-mail use and Web browsing in the workplace), see DOD 5500.7-R, Joint Ethics Regulation (JER), 30 August 1993 and Change 4, 6 August 1998.

e. Department Of Defense Instruction 5120.4, DOD Newspapers, Magazines and Civilian Enterprise Publications, 16 June 1997.

f. Army Regulation 25-1, Army Information Management Program, 15 February 2000.

g. Army Regulation 25-55, The Department of the Army Freedom of Information Act Program, 1 November 1997. (Until revised, HQDA says to follow guidance published in DOD 5400.7-R September 1998).

h. Army Regulation 340-21, Army Privacy Program, 5 July 1985.

i. Army Regulation 380-19, Information System Security, 27 February 1998.

j. Army Regulation 380-5, Department of the Army Information Security Program, 29 September 2000.

k. Hypertext Markup Language 3.2 Reference Specification, World Wide Web Consortium (W3C) Recommendation, 11 January 1997.

l. Hypertext Markup Language 4.0 Specification, World Wide Web Consortium (W3C) Recommendation, 24 April 1998.

m. Workforce Investment Act of 1998. Section 508. Electronic and Information Technology, 7 August 1998.

5. Definitions and explanation of abbreviations.

a. World-Wide Web - WWW

b. Hypertext Markup Language - HTML

c. World-Wide Web Consortium - W3C

d. Common Gateway Interface - CGI

e. Department of Defense Resource Locator, formerly Government Information Locator Service - GILS

f. For Official Use Only - FOUO

g. Freedom of Information Act - FOIA

h. Major Command - MACOM

i. General Officer Senior Executive Service - GOSES

j. Department of Defense - DOD

k. WebPage – an individual HTML-compliant electronic file accessible through a TCP/IP network.

l. Transport Control Protocol/Internet Protocol (TCP/IP) network – a data communication network that uses TCP/IP; the public Internet and the DOD Non-classified IP Router Network (NIPRNET) are examples of TCP/IP networks.

m. Website – a collection of HTML-compliant electronic files designed to provide information, services, or goods to users through a TCP/IP network.

n. Webmaster – an individual delegated the responsibility for operation of the organization's website by the commander/leadership.

o. Pagemaster – an individual responsible for the design, operation and maintenance of specific WebPages within a website.

p. Homepage – the single, top-level, WebPage designed to be the first file accessed by a user visiting a website; also known as an "index" or "default" page.

q. Federal Information Technology (IT) Accessibility (Section 508) Compliant. Accessible to all federal employees and members of the public with visual acuity impairments.

6. Responsibilities:

a. The commander/leadership of each organization operating an official FORSCOM website, regardless of location or echelon (e.g., unit, office, installation, major command), will:

(1) be responsible for and exercise ultimate control over all of the content of the organization's website,

(2) define the purpose of the website in terms of mission support to the organization and usefulness to the public,

(3) define the core functions, products, and information to be made available through the organization's website,

(4) ensure compliance with all applicable policies, including, Section 508 of the Rehabilitation Act and

(5) periodically reevaluate each website under their control to ensure compliance with all applicable policies and performance of the responsibilities in paragraphs 6.a.(1) through 6.a.(4) above.

b. The commander may delegate the execution of this responsibility to one or more website managers or other appropriate officials. Where appropriate, the commander may delegate these responsibilities to a team of subject matter experts. This team may be composed of subject matter experts from one or more of the following communities: public affairs, communication/computers, intelligence, legal, and others as appropriate.

7. Policy.

a. Specifications and Standards.

(1) Official FORSCOM websites will be implemented in such a way as to support the widest range of potential users and computing platforms. Non-standard or proprietary website elements will not be used. Non-copyrighted material, text, clip art, hypertext links, images and sounds or video clips may be used only if they directly relate to the unit or organization's mission.

(2) For HTML documents, official FORSCOM websites will use any of the HTML specifications listed by the W3C. As an alternative, any HTML specification that is a W3C proposed recommendation may be used. The W3C Technical Reports (including Recommendations and Proposed Recommendations) are found online at http://www.w3.org/TR/ .

(3) The FORSCOM websites may employ browser-specific HTML tags and browser extensions (plug-in); however, no FORSCOM website will require or encourage the use of any particular browser product or "plug-in" technology. The FORSCOM websites will be designed, in so far as practical, to support the majority of browsers used by the public. If browser specific products are used, alternate pages with the same informational content will be posted on the website to allow access by visitors using other browsers.

(4) Information of questionable value to the general public, or for which worldwide dissemination poses an unacceptable security or Operational Security (OPSEC) risk will not be posted on publicly accessible WebPages. Only information for which the establishing organization is directly responsible will be

posted to the unit's WebPages. All other information will be made available, if required, via hyperlink.

(5) Humor, particularly jokes and facetious comments, subject to possible misunderstanding or misinterpretation by the public in such a manner as to present an inaccurate or unflattering image of the Army or FORSCOM will not be presented. Frivolity does not support the purpose of US Army websites stated in paragraph 1.b.

b. Requirements for Organizations Operating Websites.

(1) Each FORSCOM organization operating a website will register it with the US Army Homepage by sending an e-mail to webmaster@us.army.mil.

(2) Every FORSCOM organization that maintains a website will immediately notify the FORSCOM webmaster mail at: Webmaster@forscom.army.mil, whenever the universal resource locator (URL) or any of the point of contact information required as part of the registration process changes.

(3) Every FORSCOM organization maintaining a website must register it with the DOD Resource Locator, formerly Government Information Locator Service (GILS) http://sites.defenselink.mil/.

(4) Each FORSCOM organization maintaining a website will have a prominently displayed hypertext link to the Privacy and Security Notice.

(5) The FORSCOM organizations operating an official website will provide the following information, or hyperlinks to the following information, on their homepage:

(a) Organization missions and functions.

(b) Each major WebPage will show or provide a link to its organizational structure.   A list or hyper-link will be provided to parent and subordinate command(s) or organizational websites. The e-mail address, phone number, or mail address of the point of contact (webmaster or Page Master) responsible for the website or WebPage content will be placed on the lead page.

(c) Organizational charts containing individual names and other personal information will not be made available to the public unless privacy and security concerns have been addressed; posting such information for members of deployable units and others in sensitive positions could make them potential targets of hostile organizations or individuals.

(d) A hyperlink to the US Army Homepage http://www.army.mil and the FORSCOM Homepage http://www.forscom.army.mil.

c. **Requirements for Website Managers.** A website manager is the organization's commander, or an individual or group that has been delegated the following responsibilities by the organization's commander. Website managers (webmasters) will:

(1) Ensure that information published on their website is accurate, timely, represents the official Army position, and is properly cleared by the installation or command PAO for public dissemination.

(2) Ensure appropriate security and access controls are in place, commensurate with the perceived threats, and to ensure that the following types of information are not made available to unauthorized individuals or organizations:

(a) Classified

(b) Unclassified but sensitive

(c) FOUO

(d) Information that cannot be disclosed under the Privacy Act

(e) Freedom of Information Act (FOIA) exempt information (including, but not limited to, draft policies and regulations, and pre-decisional information)

(f) Copyrighted information for which releases from the copyright owner have not been obtained

(g) Any of the following types of information will not be displayed on publicly accessible Websites regardless of whether the same or similar information is available from other authorized media sources:

(1) Plans or lessons learned which could reveal sensitive military operations, exercises or vulnerabilities

(2) References to any information that would reveal sensitive movements of military assets or the location of units, installations, or personnel where uncertainty regarding location is an element of the security of a military plan or program

(3) Personal information about US citizens, DOD employees and military personnel including:

(a) Social security account numbers

(b) Date of birth

(c) Home addresses

(d) Telephone numbers other than office numbers

(e) The identity or location of family members of DOD employees and military personnel

(4) Each webmaster will implement technical security best practices for establishing, maintaining and administering their website and will provide the highest practicable level of assurance that information made available to or received from the public does not contain malicious software code (e.g., viruses, trojan horses, etc.).

(5) Respond in a professional, expeditious, and courteous manner to e-mail, or forward e-mail queries to the appropriate source of information, or otherwise fulfill or redirect requests for information from the public.

(6) Ensure that the organization's website provides point of contact information for the webmaster and, if appropriate, to pagemasters.

(7) The webmaster is responsible for:

(a) Granting and monitoring web write-access-edit privileges.

(b) Maintaining and evaluating audit/usage control logs.

(c) Gathering, analyzing and reporting performance data as directed by the commander.

(8) The webmaster will initiate a back-up methodology as part of the website architecture. The web information will be replicated to the back-up environment to ensure that information will not be lost if the web server is corrupted, damaged, destroyed or otherwise compromised.

8. Requirements for WebPages.

   a. All FORSCOM WebPages will display the date the page was last updated, reviewed, or cleared for public release. Each page will display the DOD recommended wheelchair logo indicating compliance with Section 508 accessibility requirements and a POC for the content displayed.

   b. Release of Information and Content Review. The commander, or his designated representative, will institute a review process to ensure that Website information is current, timely, and cleared for public release. The commander is

responsible for all of the information presented on the organization's website. The content of all WebPages will be periodically reviewed to ensure full compliance with this and all other applicable policies.

c. **Republication of Installation Newspapers.** Installation/post newspapers are established in accordance with DOD Instruction (DODI) 5120.4, Department of Defense Newspapers, Magazines and Civilian Enterprise Publications, June 16, 1997. Though generally in the public domain, post newspapers exist as part of the Army internal information program. While the publishing of post newspapers constitutes public release of information, the distribution is limited. Publication on an unlimited access website constitutes global release. Therefore, some information appropriate for post newspapers is not appropriate for a public access website. The FORSCOM organizations may reproduce the content of local post newspapers if that content meets the restrictions provided in DOD's Interim Policy, Website Administration Policies and Procedures, 25 November 1998. These restrictions include the prohibitions against posting names, locations, and specific identifying information about family members of DOD employees and military personnel.

9. **Commercial Advertising and Sponsorship.**

a. Commercial advertising on official US Army websites is prohibited. Corporate or product logos and trademarks (other than text or hyperlinked text) are considered commercial advertisements, and will not be served from FORSCOM websites. Logos will be replaced with the hyper-linked URL of the corporate website.

b. No money, services, products, or in-kind payment (e.g., website hosting, site management, site design) will be accepted in exchange for a link to non-DOD Web resources placed on any US Army FORSCOM website.

c. Official FORSCOM websites will not provide product endorsements or preferential treatment to non-US Government entities.

d. **External Linked Content.** The ability to hyperlink to resources external to the Army is a fundamental feature of the World Wide Web, and adds value and functionality to FORSCOM Websites.

(1) Hyperlinks to non-DOD web resources are permitted when determined to support the organization's mission, the informational needs of assigned personnel and their families, and the public communications and community relations objectives of the website.

(2) The FORSCOM websites will use only text or hyperlinked text to direct users to non-DOD WebPages or software download sites. Commercial or organizational logos will not be used.

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(3) The FORSCOM websites that provide links to non-DOD web resources will display a disclaimer in accordance with DOD policy and mark the link with a graphic showing that it is an external site.

(4) A graphic symbol will be displayed with all external links to indicate visually and with alternate text that the link content provided is not a part of the FORSCOM website. All such links will have the appropriate disclaimer notice.

(5) Hyperlinks to Army and other government websites may continue the use of graphics (e.g., distinctive shoulder sleeve insignia, unit crests, symbols and other similar logos) to support unit pride and esprit de corps and to facilitate easily recognizable connections to those websites and organizations.

(6) Hyperlinks to Army and other military or government websites not fully compliant with Section 508 requirements will be broken (rendered inactive) and will be represented only by an inactive URL. Continued display of the URL address is solely to minimize public inconvenience. A graphic symbol will indicate that the website is not yet Section 508 compliant and will be linked to a WebPage explaining why the link has been inactivated.

e. Collection of Information. Army websites that collect standardized information from 10 or more members of the public must comply with:

(1) Department Of Defense Memorandum, Establishing and Maintaining a Publicly Accessible Department of Defense Web Information Service, 18 July 1997, http://www.defenselink.mil/policy97.html.

(2) The Paperwork Reduction Act of 1995 (as amended).

f. Personal Use.

(1) Personal use of government resources is generally improper.

(2) Hyperlinks on FORSCOM websites to personal homepages or websites, or other web resources of a personal or non-official and non-mission related nature are prohibited. Links to personal e-mail accounts are not authorized.

(3) Army Internet users are subject to DOD 5500.7-R, change 2, Joint Ethics Regulation (JER), 25 March 1996.

g. Restricted Access.

(1) In addition to not posting certain information on FORSCOM websites as noted in paragraph 7.c., webmasters will ensure that their websites do not provide direct hyperlinks (or other methods to bypass access controls, such as

hyperlinking to WebPages below password protected WebPages) to the following types of information:

(a) Classified

(b) Unclassified but sensitive

(c) FOUO

(d) Information that cannot be disclosed under the Privacy Act

(e) FOIA-exempt information (including, but not limited to draft policies and regulations, and pre-decisional information)

(f) Copyrighted information, graphics or artwork for which releases from the copyright owner have not been obtained

(g) Any other information prohibited by this or DA and DOD web policies

(2) Publicly accessible FORSCOM websites may provide hyperlinks to access-controlled websites only through intervening access-controlled (password protected) login mechanisms or procedures that are sufficient to address the perceived level of threat and sensitivity of the restricted information. Any link to a restricted access password controlled URL will display a notice with a brief explanation of why the public is being denied access to that specific website.

(3) The FORSCOM websites will not use inflammatory or threatening language to describe access-controls or procedures, and must avoid any perception that the Army is concealing or withholding information that otherwise should be available to the public.

h. Publicly accessible websites are limited to the command level. No separate websites will be established for any entity below the command level. There will be no separate websites for independent departmental or unit websites external to the command's website. All subordinate unit and organizational websites will reside within the parent command or installation website to maintain consistent supervisory review and oversight.

10. WebPage Design Standards.

a. Army Forces Command WebPages will follow the design standards and restrictions of the web content accessibility guidelines as published by the W3C and additional accessibility guidelines which may be published by DOD and Headquarters, DA.

b. IAW Section 508 the following criterion are mandatory:

(1) No FORSCOM WebPages will be published on any production web server exhibiting any priority 1 accessibility errors as defined by the W3C. Priority 1 errors are errors determined by the W3C to seriously affect WebPage usability by people with disabilities.

(2) All graphic elements will have alternate text tags assigned. Alternate text tags will convey useful, descriptions of the graphic to allow interpretation by users with visual acuity problems. Do not use "photograph" as the text tag if you are describing a picture of a tank or aircraft.

(3) Navigational aids will be provided whenever necessary to allow easy navigation by visually impaired users. Do not use "green arrow pointing left" if you are trying to indicate a "link to the budget page."

(4) Colors will not be used alone to depict degrees of importance or emphasis.

(5) Style sheets and HTML markup elements will be used properly to assist navigation. Tables will have appropriate column and row headings when used to depict tabular information.

(6) There will be no blinking or flickering text or graphics used for any purpose. Blink, flash and scrolling text or marquee elements will not be used.

(7) Pop-up and dropdown menus will not be used without providing alternate non-active means of navigation such as site maps or image maps.

(8) The standard background color for all FORSCOM WebPages is white. The standard text font used will be any of the accepted standard web fonts.

(9) Flying text and continuously animated graphic image format images will not be used.